

Tapestry™ Segmentation

Esri's **Tapestry™ Segmentation** system divides U.S. residential areas into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods. **Tapestry Segmentation** can help you to identify your best markets, find the most profitable consumer types, tailor marketing messages to fit your audience, and define product and service preferences. Here's a brief description of a Tapestry segment.

63—Dorms to Diplomas



Segment Code—63

Segment Name—Dorms to Diplomas

LifeMode Summary Group—L6 Scholars and Patriots

Urbanization Summary Group—U4 Metro Cities II

Demographic

With a median age of 21.9 years, *Dorms to Diplomas* residents are college students who are the youngest of the Tapestry segments. Seventy-nine percent of the residents are enrolled in a college or university. Forty-two percent share housing with one or more roommates; 38 percent live in single-person dwellings. Ethnic diversity is slightly lower in this segment than in the U.S. Seventy-one percent of the residents are white; 10 percent are black. Although there is a higher percentage of Asians, Hispanics have a lower percentage compared to the U.S.

Socioeconomic

To support themselves while they attend school, nearly three-fourths of the employed residents work part-time in low paying service jobs. The educational institutions at the center of these communities employ many residents, especially in the educational services, accommodation/food services, and retail trade industry sectors. The median household income for this segment is \$16,636. Fifty-three percent of the residents aged 25 years and older hold a bachelor's or graduate degree.

Residential

Forty-three percent of the residents in the *Dorms to Diplomas* communities live in dormitories on campus; the remainder rent apartments in multiunit buildings off campus. Ninety percent rent. Most of these communities are in urban locations or part of a major campus that is the core of an urban cluster. The median home value in these neighborhoods is \$176,160.

Preferences

Spending patterns of *Dorms to Diplomas* residents reflect their carefree lifestyle and their focus on their education. When they do not eat at the dining hall or in one of the nearby fast-food restaurants, they use convenient prepared and frozen foods. Most individuals own or share a refrigerator and microwave. Owning a personal computer is a necessity; they prefer laptops. Internet access is available to all and used frequently to research school assignments, find employment opportunities, make travel plans, and keep in touch with friends and family. Most own cell phones, iPods, and digital cameras. They download music and share videos. They bank online.

Aside from the exercise they get from participating in college sports and walking or jogging around campus, they work out at on-campus gyms. Favorite pastimes include playing football, basketball, volleyball, and practicing yoga. They eat low-fat, low-calorie food. They also attend rock concerts, go dancing, and go to the movies and the theater. Typical of dorm life, they spend time with friends watching sports and playing cards. Although they often shop at discount stores, they prefer branded clothing from American Eagle and Old Navy.

For more information about Tapestry

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